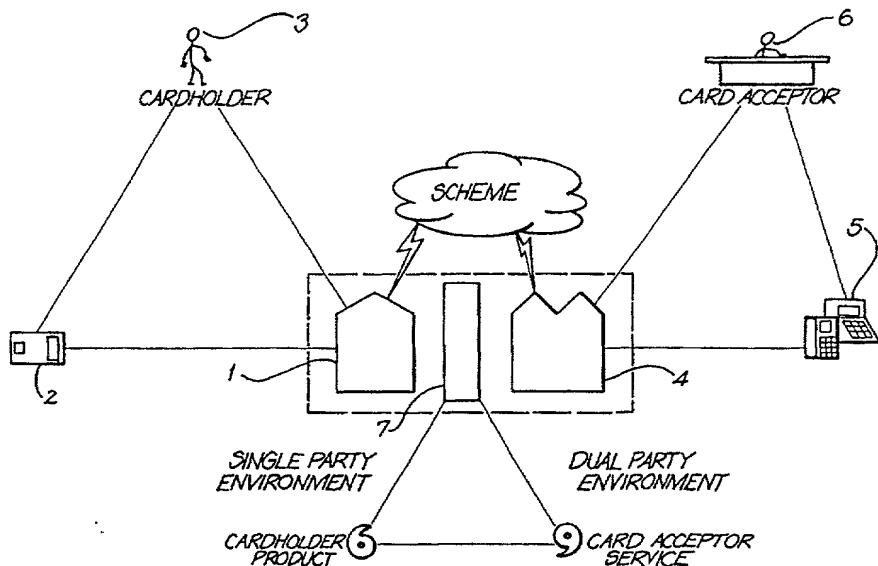


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(54) Title: CARD, DEVICE, PRODUCT AND PRODUCT MANAGEMENT SYSTEM



(57) Abstract

This invention relates to a card, device and product management system, including a card management means which enables a card manager participant to perform a card management role alone, without managing products associated with a card and without managing devices; a device management means which enables a device manager participant to perform a device management role alone, without managing products associated with the card and without managing cards; and a product management means, which enables a product owner participant to perform a product management role alone, without managing cards and without managing devices, whereby all three roles can be performed by separate entities.